

Experts in Blood Pressure Management



Program Profile

PharmaSmart offers a turnkey solution that positions your pharmacy as "Experts in Blood Pressure Management". Our patented technology, and comprehensive marketing/service program maximizes your relationship with your hypertensive patient - improving discovery, adherence, and customer loyalty.

The clinically validated PS-2000C BP monitor utilizes "Smart Card" technology to conveniently track patient readings over time, and provide detailed printed reports. Patented Smart Card technology enables long-term recurring revenue opportunities. PharmaSmart's commitment to "One Button" operation ensures ease of use, and maximizes consumer usage.

Utilizing wireless internet technology, the PS-2000C can upload data to our on-line "BP Tracker" which allows patient access from any computer.

All elements (software, cards, tickets, signs, on-line portal) can be fully branded to support your identity and marketing objectives. PharmaSmart's unique program offers retail pharmacies a distinct competitive advantage with the high value hypertensive patient which will result in a boost in store traffic and bolstered bottom line.



Innovative Technology

- Clinically validated for all arm sizes
- Easy "one button" operation
- Custom bilingual ad panels and LCD messages



Exclusive Patient Smart Card

- Patient blood pressure tracking solution
- Drives hypertension discovery and compliance
- Custom branded card drives loyalty
- Recurring revenue opportunity



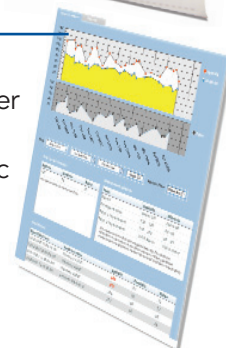
Printed Smart Card Ticket

- Kiosk prints readings with dates and averages
- Provides patient consultation opportunity
- Provides patient action step to share blood pressure with healthcare provider



Online Patient Blood Pressure Tracker

- HIPPA Compliant
- Wireless upload from kiosk to secure server
- Custom branding / web-site integration
- Enables compatibility with EMR (Electronic Medical Records), PHR (Patient Health Records), MTM (Maintenance Therapy Management) partners



Pharmacy Services

- Technical support with guaranteed response time
- Doctor Detailing Tools
- Pharmacy Training Tools
- Point of sale marketing
- Continuing education- Available in January 2009

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